



Service Definition Document

TTEC Digital AI Strategy and Innovation
Professional Services



Table of Contents

Table of Contents	2
1. Introduction	4
1.1. Company Overview	4
1.2. Value Proposition.....	5
1.3. What the Service Provides	6
1.4. Overview of the G-Cloud Service	7
1.5. Associated Services.....	8
2. Data Protection	9
2.1. Information Assurance/Security.....	9
2.2. Back-Up and Restore	11
2.3. Data Processing and Storage Location	11
2.4. Data Restoration / Service Migration	11
2.5. Business Continuity Statement / Plan.....	12
2.6. Privacy by Design	15
3. Using The Service.....	16
3.1. Ordering and Invoicing Process.....	16
3.2. Availability of Trial Service	16
3.3. On-Boarding	16
3.4. API	16
3.5. International SMS.....	16
3.6. Off-Boarding	16



3.7. Training	17
3.8. Implementation Plan	18
3.9. Service Management	18
3.10. Service Constraints	19
3.11. Service Levels	19
3.12. Outage and Maintenance Management	19
3.13. Financial Recompense Model for not Meeting Service Levels	19
4. Provision of the Service	20
4.1. Customer Responsibilities	20
4.2. Technical Requirements and Client-Side Requirements	20
4.3. Browsers	20
4.4. Outcomes/Deliverables	20
4.5. Development Life Cycle of the Solution	21
4.6. After Sales Account Management	22
4.7. Termination Process	22
5. Other Messaging Services	23
6. Environmental Action and Social Value	24
6.1. Environmental Action	24
6.2. Social Value	25
7. Our Experience	27
7.1. Case Study 1	27
7.2. Case Study 2	29



1. Introduction

1.1. Company Overview

G-Cloud 15 Legal Entity and Ownership

TTEC Consulting (UK) Limited, a TTEC Digital Company, is the legal entity for G-Cloud 15. TTEC Consulting (UK) Limited is ultimately owned by TTEC Holdings, Inc., a listed company publicly traded on the NASDAQ Stock Exchange.

Parent Company Overview: TTEC Holdings, Inc.

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global customer experience (CX) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey.

TTEC operates through two business segments:

- TTEC Digital: Designs, builds, and operates omnichannel contact centre technology, CRM, AI and analytics solutions.
- TTEC Engage: Delivers AI-enabled customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services.

TTEC Digital: Customer Experience Technology and Consulting Services

At TTEC Digital, we offer customer experience (CX) consulting, software, and technology services at the intersection of contact centre, CRM, AI and analytics. We call this intersection the point of conversation and we apply our expertise here to drive shareholder value for our clients in the form of revenue growth, cost reduction, and productivity improvement.

In today's digital landscape, customer conversations and the contact centre technologies that support them are inseparable. With decades of innovation across leading contact centre



platforms and deep expertise in CX strategy, data, and AI, TTEC Digital enables organisations to maximise their technology investments and create exceptional customer experiences.

TTEC Digital: Strategic Partnerships

- Microsoft: Seamless CRM and productivity integration through Dynamics 365 and Teams.
- Genesys: Global Platinum Partner delivering advanced cloud contact centre solutions.
- NiCE: Workforce optimisation and analytics for operational excellence.
- ServiceNow: Unified service workflows and agent desktop integration.
- Google Cloud: AI-driven conversational experiences and scalable infrastructure.
- Cisco: Secure, scalable network and telephony solutions for enterprise-grade CX.
- Salesforce: Omnichannel CRM orchestration and customer engagement expertise.
- AWS: Cloud infrastructure and services for scalability and innovation.
- Calabrio: Advanced workforce engagement and analytics solutions.
- Shelf: Knowledge management platform for streamlined agent support and efficiency.

1.2. Value Proposition

Partnering with TTEC Digital's AI Strategy and Innovation Professional Services empowers organisations to harness the full potential of artificial intelligence within a secure, compliant, and future focused framework.

Our team of experienced experts not only provides thought leadership to guide your transformation journey, but also delivers practical, tangible solutions that create measurable benefits for your business. From roadmap development to rapid prototyping and enterprise-wide deployment, we identify strategic opportunities to implement intelligent automation at scale ensuring your transformation is not only future-ready but continually evolving to meet the demands of tomorrow's customer.



By leveraging our expertise, agencies can accelerate their innovation journey, maintain public trust, and achieve tangible outcomes aligned with government priorities and standards.

1.3. What the Service Provides

While AI may feel like new, disruptive CX technology, it has been a foundational part of our CX delivery for years. Whether you are looking to launch AI within your organisation or are ready to expand on existing digital transformation initiatives, we have the expertise you need.

The service provides a structured approach, starting with an assessment of your current capabilities, and we will engage with key stakeholders to build a customised roadmap, implementation plan and business case.

Examples of TTEC Digital Professional Services Roles

Role	Responsibilities
Director, Professional Services	Oversee CCaaS implementations, manage delivery teams, pre-sales support.
Solution Architect	Design technical architecture, ensure integrations, provide governance.
Programme Manager	Oversee multiple related projects to achieve strategic objectives; manage interdependencies, budgets, risks, and stakeholder alignment; ensure programme benefits realisation.
Project Manager	Coordinate execution, manage risks, ensure compliance.
Application Consultant	Configure workflows, IVR scripts, support testing.
Business Analyst	Capture requirements, document specifications, bridge communication.
Developer / Engineer	Develop integrations, APIs, automation scripts.



Quality & Training Consultant	Deliver training, monitor adoption, post-go-live support.
CX Transformation Consultant	Analyse customer journeys, identify pain points, design CX strategies; align processes and technology for seamless experiences; drive cultural change and operational efficiency.
AI Strategy and Innovation Consultant	Conduct AI readiness assessments; develop strategic roadmaps; identify and prioritise AI use cases; design PoCs; implement governance and ethical frameworks; enable training and adoption; measure ROI.

1.4. Overview of the G-Cloud Service

TTEC Digital AI Strategy and Innovation Professional Services

Our AI Strategy & Innovation services are designed to help you envision, select, architect, and operationalise advanced AI-driven solutions that will redefine your customer engagements, foster deeper customer loyalty, and drive measurable business outcomes. TTEC Digital's collaborative approach helps you demystify the AI landscape and makes it relevant to your organisation.

The Service engages and encourages participation and collaboration with the key stakeholders and our methodology typically consists of the following steps:

1. Discovery and Assessment: Engage with stakeholders to understand current processes, identify pain points, and assess readiness for transformation.
2. Vision and Strategy Development: Collaborate to define the desired customer or agent experience, set clear objectives, and outline a strategic roadmap for achieving your AI transformation goals.
3. Solution Design and Prototyping: Once we understand and have validated that AI is the right solution, we will work with you to develop tailored solutions, leveraging data and



technologies to create prototypes that validate concepts and will gather relevant business feedback. (Dependency on a technology selection and data feasibility)

4. Implementation and Integration: Design and deploy chosen solutions by starting small with a real life 'Proof of Concept' that proves technical feasibility, drives true value and gives confidence before you invest in large scale program. We help identify a roadmap of integrations with existing systems and provide recommendations to ensure seamless adoption across the organisation. (Dependency on a technology selection)
5. Change Management and Training: Support teams through change with targeted training, communication plans, and stakeholder engagement to drive adoption and minimise disruption.
6. Monitoring and Continuous Improvement: Track performance metrics, gather feedback, and iterate on solutions to ensure ongoing optimisation and sustained.

Our goal is to find a high value, feasible problem(s) to solve and we combine our experience of user centric design with our wealth of knowledge on technical feasibility to deliver your AI transformational roadmap in a way that can deliver quick time to value.

Our approach keeps you involved throughout and enables you to make AI transformation not only understandable but also achievable and sustainable across your organisation.

1.5. Associated Services

Not applicable for this service.



2. Data Protection

2.1. Information Assurance/Security

Information security is one of the important pillars of TTEC Holdings, Inc. (NASDAQ: TTEC) and TTEC affiliates core global business model, and maintaining it is crucial for our company, our stakeholders, and our clients. By performing internal audits and independent IT compliance audits, the results provide information that can be used to improve operations, enhance accountability, and identify areas for improvement.

The adherence and certification to multiple compliance frameworks ensures that TTEC maintains industry standards to secure data and network systems for our business and our clients. To maintain compliance across these frameworks, TTEC contracts an independent, third party, accredited, qualified auditing firm to conduct the following assessments. Depending on the platform, TTEC technology environment and business facility space, TTEC aligns and is certified under these compliance frameworks:

Engage:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 1 Type II (SSAE 18) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.
- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

Digital:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.



- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

TTEC Consulting (UK) Limited and TTEC (UK) Solutions Limited Environments (EU Cloud Services Only):

- Cyber Essentials Certificate of Assurance (Basic) - maintained and assessed annually for EU cloud services only.
- Cyber Essentials Certificate of Assurance (Plus) - maintained and assessed annually for EU cloud services only.

Cyber Essentials and Cyber Essentials Plus are certifications developed and recognised by the UK government to help organisations protect themselves against common cyber threats and demonstrate their commitment to cybersecurity best practices.

TTEC's achievement of the Cyber Essentials and Cyber Essentials Plus certifications validates TTEC's security controls and safeguards implemented and maintained adhere to these cybersecurity best practices, how we secure TTEC and our clients against common cyber threats and how TTEC demonstrates, annually, our commitment to improving our cybersecurity posture to align to these best practices.

The following provides an overview of each Cyber Essentials Certification assessment which includes but not limited to:

- Cyber Essentials Certification:
 - Focuses on five key areas of cybersecurity: boundary firewalls and internet gateways, secure configuration, user access control, malware protection, and patch management.
 - Designed for organisations of all sizes and sectors.



- Requires organisations to complete a self-assessment questionnaire and provide evidence of their cybersecurity measures.
 - Certification is valid for one year and can be renewed annually.
 - Provides a basic level of assurance to customers, suppliers, and stakeholders that an organisation has implemented essential cybersecurity controls.
- Cyber Essentials Plus Certification:
 - Includes all the requirements of Cyber Essentials certification.
 - Involves an independent assessment and verification of an organisation's systems to ensure they meet the necessary security standards.
 - Requires organisations to undergo vulnerability scanning and penetration testing.
 - Provides a higher level of assurance compared to Cyber Essentials certification.
 - Certification is valid for one year and can be renewed annually.

2.2. Back-Up and Restore

This service does not require back-up and restore information.

2.3. Data Processing and Storage Location

This service does not require Data processing and Storage.

2.4. Data Restoration / Service Migration

Not applicable for this service.



2.5. Business Continuity Statement / Plan

TTEC and TTEC's affiliates are committed to business continuity planning, a prudent business practice to protect employees, clients, stakeholders, and TTEC from various risks and events that may impact the ability to conduct business. TTEC's programme aligns with ISO 22301, NIST 800-34 & 84, CSF (Cyber Security Framework) and Disaster Recovery Institute International – The Professional Practices for Business Continuity Management.

TTEC, being a global company, must remain diligent and be prepared when unexpected incidents occur (fire, earthquakes, typhoons, hurricanes, human events, etc.). TTEC's Crisis and Resiliency Management programme, which includes Business Continuity (BC) and IT Disaster Recovery (DR), emphasises the ability to continue providing business services in the face of adverse operational impacts. TTEC's Global Crisis Management Programme is led by the Vice President of Business Continuity (BC) and IT Disaster Recovery (DR).

TTEC's approach to global crisis and business continuity and IT disaster recovery is to adhere to guiding principles of: Putting People First; Establish Trust; Protection of Clients; and Providing Leadership, with managing unexpected and expected incidents and events. With a strong focus on these principles, TTEC will have the ability to anticipate, prevent, recover from, and learn from crises that may impact employees, facilities, brand/reputation, or operations. Along with TTEC achieving the protection of TTEC's people, TTEC's clients and client's brand, profits and TTEC's brand.

TTEC's Global Crisis and Business Continuity (BC) and IT Disaster Recovery (DR) Management programme has developed a product-driven customer focused recovery model that is both practical and scalable. TTEC establishes, implements, and maintains world class crisis response capabilities through solidifying policies and procedures for response to an emergency or other occurrence that can compromise the privacy, confidentiality, integrity, or availability of Client Personal Information and/or damage TTEC's information systems. Such policies and procedures



include, but are not limited to: creating and maintaining retrievable copies of Client Personal Data; restoring any loss of Client Personal Information; enabling continuation of critical business processes involving Client Personal Information in emergency mode; assessing relative criticality of specific applications and Client Personal Information to support other contingency plan components; periodic and annual testing and updates of contingency plans and implement lessons learned from testing.

The programme integrates and builds upon existing capabilities within our Security Event Handling Plan, Information Security Operations, Business Continuity, IT Disaster Recovery and Virtual Response teams. Additional partners in resiliency include Information Technology, Operations, Real Estate and Facilities, Legal, People and Culture, and other shared services. The unifying approach and framework are contained in TTEC's Global Crisis Management Policy for managing and responding to crises across TTEC's global enterprise (including but not limited to WFH environment).

TTEC provides redundancy in our technology through hardware and software configuration. Redundancy provides clients with the services that in the event of hardware failure, or software failure, services remain active and available.

Redundant premise equipment mitigates the risk of equipment failure; dual firewalls with stateful inspection, dual routers, and dual core switches in the data centre provide a highly available architecture for client links. TTEC firewall infrastructure provides stateful inspection and the configuration is in active/active or active/standby mode depending on the project specifications/requirement.

The different types of DRP technology and redundancy capabilities used include but not limited to:

- Geo-redundant centralised data centres.
- Dual MPLS WAN via multiple carriers.



- Carrier grade disaster recovery.
- Voice via PSTN TFN/DID, TDM, VoIP, or SIP (SBC).
- Regular testing to ensure readiness and After-Action Plans for lessons learned.
- Functional Management tool that enables systemic, collaborative, and controlled resiliency programme management.

In addition, at least annually, TTEC's Executives (Sr. Advisor BCDR/Resiliency, CSO, CIO, IT, and other supporting departments) review the Global Crisis Programme and the Business Continuity and IT Disaster Recovery plans, processes, and policies, update (as needed) to align to TTEC's business, security and compliance models and adherence with industry compliance framework requirements. TTEC's BCDR and applications are exercised annually and are governed by our Crisis Management and Disaster Recovery policies and guidelines. TTEC's Global Crisis and Resiliency Management Programme, including TTEC's Security Event Handling Programme is assessed and maintained annually, and is certified against TTEC's ongoing industry compliance audit assessments of PCI DSS, SOC 2 Type II, ISO 27001:2022, HITRUST and more.

Lastly, regarding TTEC's Business Continuity (BC) and IT Disaster Recovery (DR) plan approach, TTEC bridges a partnership with our clients with the development of a specific client focused business continuity (BC) and disaster recovery (DR) plans. TTEC collaborates with clients to build a tailored, resilient, and mutually agreeable BC and IT DR plan that encompass applicable TTEC Technology and Services, prevailing industry compliance standards, information security controls, safeguards, and measures, along with operational best practices, and client-specific SLA requirements. Through TTEC and client partnership and strong collaboration will result with eliminating risks and returning to "business as usual" status, and more.



2.6. Privacy by Design

TTEC Digital accommodates applicable data privacy regimes through bespoke data processing agreements (DPA) with its customers that set forth relevant rights and obligations in the context of the data controller-data processor relationship. TTEC Digital also applies appropriate agreed technical and organisational measures and data privacy safeguards (including intercompany standard contractual clauses) to satisfy the legal requirements and the DPA undertakings.



3. Using The Service

3.1. Ordering and Invoicing Process

Buyers wishing to find out more about this service and how to order should contact Wayne Kay, VP EMEA, at gcloud@ttecdigital.com

3.2. Availability of Trial Service

The service does not include a trial service.

3.3. On-Boarding

Not applicable for this service.

3.4. API

Not applicable for this service.

3.5. International SMS

Not applicable for this service.

3.6. Off-Boarding

Not applicable for this service.



3.7. Training

Why Training Matters

Technology alone does not transform experiences people do. Our training programmes ensure your teams have the skills and confidence to maximise the value of your customer experience (CX) solutions.

Our Training Solutions

Platform Enablement

- Instructor-led sessions (onsite or virtual).
- Train-the-Trainer programmes for internal knowledge transfer.
- Custom workshops tailored to your environment.
- Focus Areas: System setup, routing logic, quality management, and administration.

Role-Based Training

- Designed for agents, supervisors, and administrators.
- Covers omnichannel workflows, analytics, and AI-enabled features.
- Delivered during rollout for rapid adoption and operational readiness.

Workflow Optimisation

- Enablement sessions for process automation and digital workflows.
- Targeted training for advanced capabilities such as AI and analytics.
- Programmes to ensure measurable business impact.

Change Management and Consulting

- Experience Optimisation Workshops.
- Change Impact and Readiness Programmes.
- Stakeholder Engagement Strategies to drive adoption.



Innovation and AI Integration

- Specialised sessions for AI-driven CX strategies.
- Focus on embedding AI into workflows and leveraging insights for decision-making.

Delivery Formats

- Instructor-led (onsite or virtual).
- Self-paced digital modules.
- Custom workshops.
- Train-the-Trainer programmes.

Benefits

- Accelerate adoption and ROI.
- Build confidence across roles.
- Drive measurable business impact.
- Ensure long-term success with scalable training.

3.8. Implementation Plan

A detailed delivery plan, developed in collaboration with the client and aligned with the specific scope of works, will be provided to the upon completion of the scope of works.

3.9. Service Management

This service does not require ongoing service management.



3.10. Service Constraints

There are no Service Constraints for a Consulting exercise beyond the need to have the relevant people and information available to conduct the exercise. TTEC Digital will work with you to define all necessary information during the scoping of the requirement, and these needs will be identified in the appropriate Scope of Works.

3.11. Service Levels

TTEC Digital does not provide Service Levels for consulting arrangements. Service Levels are available for technical implementations.

3.12. Outage and Maintenance Management

Outage and Maintenance Management is not required.

3.13. Financial Recompense Model for not Meeting Service Levels

TTEC Digital does not provide Service Levels for consulting arrangements. Service Levels are available for technical implementations.



4. Provision of the Service

4.1. Customer Responsibilities

The customer responsibilities include:

- Providing access to people as required by the service provider to perform the service.
- Providing the data and information required by the service provider to perform the service.

4.2. Technical Requirements and Client-Side Requirements

As per the above "Customer Responsibilities".

4.3. Browsers

Not applicable for this service.

4.4. Outcomes/Deliverables

Typical deliverables for AI Strategy & Innovation professional services may include:

- AI Readiness Assessment
 - A comprehensive evaluation of your organisation's current capabilities, data infrastructure, and culture to determine preparedness for AI adoption.
- Strategic Roadmap
 - A detailed plan outlining AI initiatives, timelines, key milestones, and resource allocation tailored to your business objectives.



- Use Case Identification and Prioritisation
 - A catalogue of potential AI applications within your business, ranked according to impact and feasibility.
- Proof of Concept (PoC) or Rapid Prototyping
 - Development of pilot solutions or prototypes to demonstrate value and validate concepts before full-scale implementation (dependency on a technology package).
- Implementation Plan
 - Step-by-step guidance for deploying AI solutions, including change management, risk mitigation, and integration with existing systems.
- Governance and Ethical Frameworks
 - Documentation outlining guidelines for responsible AI usage, compliance, and data privacy considerations.
- Enablement Materials
 - Customised training programmes and resources to upskill teams and ensure successful adoption of new AI tools and processes.
- Performance Measurement Framework
 - Metrics and KPIs to track the effectiveness and ROI of AI initiatives over time.

4.5. Development Life Cycle of the Solution

The service does not require or provide a solution life cycle.



4.6. After Sales Account Management

Once you become a TTEC Digital Customer, you will be assigned a Client Success Manager (CSM), who will be responsible for the relationship with your organisation. Your CSM will act as your trusted advisor and will get to know you and your business and help you to identify key strategic objectives to meet your organisational goals. Your CSM will also run regular business/service reviews with you to make sure that we are helping you to deliver effective solutions and will also help you to roadmap your journey to digital transformation. Your CSM is your first point of escalation in times of need. Whilst our teams will align directly with your teams (Project & Programme Management, Service, Support, Procurement, Finance, etc), your CSM will take overall responsibility for the relationship and communication with your organisation. TTEC Digital's Account Strategy is to make sure that we meet and exceed your expectations. We see the role as a key function to ensure smooth service delivery and to educate, benchmark and challenge the status quo, helping you to drive efficiencies and outstanding Customer Experience wherever possible.

We see effective Account Management as a way to build a long term and valuable partnership with your organisation.

4.7. Termination Process

TTEC Digital is open to entertaining reasonable termination mechanisms as part of the contract negotiation that will account for the specificities of the individual business opportunity and the associated commercial terms.



5. Other Messaging Services

Not applicable for this service.



6. Environmental Action and Social Value

6.1. Environmental Action

Global Environmental Governance and Strategy

TTEC manages its environmental impact through a structured governance and operational framework. Oversight is provided by a dedicated Board committee and an Environmental, Social, Governance (ESG) Executive Council. We operate under a formal [Climate Change and Environmental Responsibility Policy](#) and align our disclosures with recognised frameworks, including SASB and TCFD. Our environmental strategy includes initiatives focused on energy efficiency, waste reduction, and emissions tracking, with progress informed by regular materiality assessments.

UK-Specific Environmental Action and Net Zero Commitment

TTEC Consulting (UK) Limited is committed to environmental sustainability and achieving net zero emissions by 2045, ahead of the UK Government's 2050 target. Our UK Executive Team has formally endorsed and published a comprehensive [Carbon Reduction Plan](#) that fully complies with PPN 06/21 and its associated guidance. The plan includes transparent disclosures of Scope 1 and Scope 2 emissions, as well as relevant Scope 3 categories, and is reviewed annually to ensure continued alignment with evolving regulatory standards and net zero objectives. This proactive approach reflects our leadership in climate responsibility and our dedication to supporting public sector clients in meeting their sustainability goals.



6.2. Social Value

Creating Positive Impact for Customers and Communities

At TTEC Digital, we are committed to creating lasting social value that benefits both our clients and the communities they serve. Our efforts focus on tackling economic inequality, advancing equal opportunities, and expanding digital inclusion throughout the UK.

To support this mission, every UK-based TTEC Digital employee is encouraged to participate in corporate social responsibility (CSR) initiatives, with one paid day annually reserved for volunteering and community engagement.

Empowering Youth Through Digital Skills

At TTEC Digital, we believe in leveraging our expertise and partnerships to create opportunities for the next generation. One example is the Digital Dev Academy, a collaborative programme that equips students from underserved communities with essential digital and technology skills. The programme is delivered in partnership with TTEC Digital and its network of clients, with support from local authorities and education stakeholders. Its goal is to create inclusive pathways into technology careers by providing hands-on learning experiences and exposure to real-world digital environments.

We work closely with clients to co-design the curriculum, ensuring it reflects current industry needs and emerging technologies. These partners also contribute mentorship, resources, and opportunities for students to engage with professionals across sectors. Their involvement helps bridge the gap between education and employment, making the learning experience both practical and aspirational.

In parallel, we collaborate with county councils to identify eligible schools and students, coordinate logistics, and ensure the program is accessible to those who need it most. This partnership is vital for community engagement and helps embed the academy within local



development strategies. It culminates in a showcase event where students present their work and explore career opportunities with participating partners. The Digital Dev Academy is a powerful example of how cross-sector collaboration can drive social impact and digital inclusion.

Promoting Fair Employment and Economic Resilience

TTEC Digital is a Living Wage accredited employer in the UK, reinforcing our commitment to fair pay, community resilience, and inclusive growth. This milestone reflects our broader mission to empower future talent, support public sector innovation, and create lasting social impact.

At TTEC Digital, we believe that fair pay fosters a positive and collaborative work environment. By ensuring our employees feel genuinely valued, we strengthen relationships across teams and empower individuals to thrive. This leads to better outcomes for our clients, including:

- More engaged teams focused on solving customer challenges.
- Technical experts who go the extra mile to deliver innovative solutions.
- Project managers who build stronger, more trusting relationships.
- Consultants who invest their full expertise in transforming businesses.



7. Our Experience

7.1. Case Study 1

The Challenge

A leading UK affordable housing provider envisioned a Customer Service Hub designed to put the resident's voice at the centre of every interaction. Their goal was to create a unified system where agents could seamlessly access the tools and information needed to support customers across all service areas.

However, they faced significant obstacles:

- Long wait times and high call volumes.
- Legacy systems that hindered personalisation and efficiency.
- Fragmented data silos that prevented connected customer journeys.

To overcome these challenges, they partnered with a digital transformation specialist to streamline operations, unify platforms, and embed AI-driven intelligence into everyday service delivery.

The Solution

The transformation began with workshops and operational reviews to map existing processes, identify pain points, and highlight gaps in the customer journey. A proof of concept was developed, allowing the organisation to test key journeys in a sandbox environment before full deployment.

The final implementation delivered a true omnichannel experience, powered by AI, and included:

- AI-powered transcription, sentiment analysis, and agent assist tools.
- Automated case creation and reporting to monitor and manage demand.
- Voice, live chat, and email communication channels.



- A unified agent desktop consolidating all tools in one place.
- Intelligent IVR and skills-based call routing.

The Results

By creating a Customer Hub that unified systems and embedded AI into service operations, the organisation achieved measurable improvements from day one:

- 65% improvement in Average Queue Time (AQT).
- 96.3% of calls answered.
- 89% of calls answered within 60 seconds.
- 20% reduction in Average Handling Time (AHT).
- 39% reduction in After-Call Work (ACW).



7.2. Case Study 2

The Challenge

A UK City Council delivering hundreds of essential services to its community faced mounting budget pressures and rising citizen expectations. Their legacy technology stack made it difficult to scale, streamline citizen journeys, and provide modern channels of choice. To achieve operational efficiency and improved citizen experiences, they needed a system that embraced digital transformation, leveraged AI, and enabled self-service capabilities.

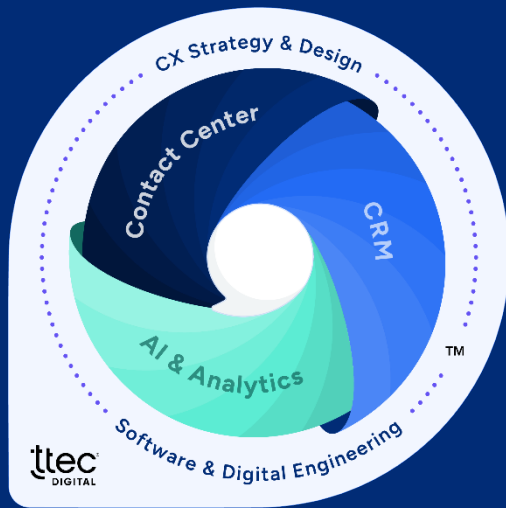
The Solution

Partnering with TTEC Digital, the organisation benefited from deep expertise in contact centre optimisation. Following a comprehensive assessment, TTEC Digital identified a modern digital contact centre platform as the ideal solution. This platform introduced an integrated omnichannel approach, unifying customer data across business applications and digital channels, including AI-powered chatbots, voice, and social, into a single cohesive environment. The use of AI enabled smarter routing, predictive insights, and automation, accelerating the organisation's transformation journey.

The Result

With TTEC Digital and the new platform, the organisation achieved:

- Full visibility across citizen journeys.
- Improved call handling time and advisor workflow.
- Ability to identify repeat calls through enhanced AI-driven insights.
- Expanded self-service capabilities via Chatbot & IVR.
- Opportunities to innovate further with evolving AI and product roadmap.



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. Today customer conversations, and the contact centre technologies that support them, are inseparable. We bring decades of innovation experience across the world's leading contact centre technology platforms – and blend it with in-house expertise in CX strategy, data and analytics, AI and more – to help organisations maximise their technology investments and create truly exceptional customer experiences.

Contact Us

Wayne Kay

Vice President, EMEA

Email: gcloud@ttecdigital.com

Website: www.ttecdigital.com